

Fairness in Two-Sided Markets

request for proposals

Apply

About

Digital platforms offer a host of applications that facilitate connections in large-scale two-sided markets, both with and without money. People use Instagram to see interesting new content from creators, and creators use it to reach global audiences. [Shops on Facebook and Instagram](#) offer innovative new ways for businesses to reach an interested user base, and [Facebook Marketplace](#) can be used to directly connect local buyers and sellers. Finally, businesses use Meta's advertising products to reach interested audiences for goods and services that the businesses offer.

An important concern when facilitating billions of matches between the two sides of a market, is whether in aggregate the outcome is desirable or fair. For example, content on social issues may predominantly see distribution amongst audiences with higher affinity to the position in the content. As a result, someone may not see diverse content represented in their social media feed. On the other side of the market, a popular creator on Instagram may see a lot of traffic because the content is known to be good, which may make it difficult for new creators to build and connect with an audience.

Defining appropriate notions of fairness in these contexts is an important but challenging problem. Beyond defining the right definition of fairness, algorithms that do matchings in these large-scale markets are by necessity

academia, please proceed to invite faculty to respond to this call for research proposals pertaining to the aforementioned topics. We anticipate awarding a

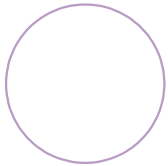
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Tags **CORE DATA SCIENCE**

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APPLICATIONS ARE NOW OPEN

Application Timeline



APPLICATIONS OPEN

July 11, 2022



DEADLINE

August 8, 2022, at 5:00 PM AOE (Anywhere on Earth)



WINNERS ANNOUNCED

September 2022

Areas of Interest

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1. Definitions of fairness

- Evaluating which existing notions of fairness are appropriate for large-scale two-sided markets
- Proposing new definitions that capture novel aspects of fairness
- Studying the mutual satisfiability of different notions of fairness

2. Decentralized algorithms

- Developing matching algorithms for large-scale markets with fairness objectives
- Providing provable fairness guarantees for new or existing algorithms in these settings
- Proving lower bounds or impossibility results for fairness objectives over classes of algorithms

3. Analysis of equilibria

- Studying outcomes in settings where participants have agency and maximize a personal objective
- Providing provable fairness guarantees for different notions of equilibria
- Quantifying lower bounds for fairness when participants have agency

4. Empirical work

- Studying notions of fairness in real large-scale two-sided markets on digital platforms
- Evaluating outcomes of existing or novel algorithms in real large-scale two-sided markets

While all of these can be studied for generic notions of large-scale two-sided markets (with or without money), they may also be tailored to specific application areas such as content creation markets, eCommerce markets,

Proposals should include

- A summary of the project (one to two pages), in English, explaining the area of focus, a description of techniques, any relevant prior work, and a timeline with milestones and expected outcomes
- A draft budget description (one page) including an approximate cost of the award and explanation of how funds would be spent
- Curriculum Vitae for all project participants
- Organization details; this will include tax information and administrative contact details

Eligibility

- The proposal must comply with applicable U.S. and international laws, regulations, and policies.
- Applicants must be current faculty or employed in a role focused on research at an accredited academic institution, university, non-governmental institution, or non-profit organization. Students, including PhD students, are not eligible as applicants.
- Applicants must be the Principal Investigator on any resulting award.
- Meta cannot consider proposals submitted, prepared, or to be carried out by individuals residing in or affiliated with an academic institution, university, non-governmental institution, or non-profit located in a country or territory subject to comprehensive U.S. trade sanctions.
- Government officials (excluding faculty and staff of public universities, to the extent they may be considered government officials), political figures, and politically affiliated businesses (all as determined by Meta in its sole discretion) are not eligible.
- Applicants cannot be current employees or contractors at Meta or any of its affiliated brands.

Frequently Asked Questions

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Should proposals be double- or single-spaced? Is there any required/expected font?

What is the award cycle or when does the funding year begin and end?

Can award funds be used to cover a researcher's summer salary while conducting research?

Can you please explain the budget breakdown in more detail?

We are working as co-PIs. Is it possible to list both of our names as PI for an RFP proposal?

Can I have a co-PI from a different institution?

If a proposal is selected as a winner and has co-PIs from different institutions, can you split the award?

What are the terms and conditions if my proposal is selected as a winner and is awarded as a GIFT?

Generally, RFP winners that are awarded as gifts will be provided a standard Meta-branded gift letter requiring signature from an authorized

academics, such as:

- The gift is inclusive of all fees and charges that may apply.

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and procedures.

- Meta will have no control or influence over the independent conduct of any studies or research performed using the gift, or over the dissemination of research findings.
- All intellectual property or data resulting from the use of the gift will be retained by university/institution and university/institution may publicly disclose the results of research supported by the gift in academic publications, presentations, grant/funding applications, etc.
- The university/institution confirms that its acceptance and use of the gift:
 - will not interfere with the official duties of its faculty or employees and that the university/institution will not allow its faculty or employees to perform any official action to improperly benefit Meta.
 - complies with applicable regulations, policies, and rules of the university/institution.
 - will not violate applicable laws, including laws relating to export control, trade sanctions, anti-corruption, or political activities laws.
 - does not conflict with any other obligation university/institution, its faculty or employees may have to any other party.
 - the university/institution will promptly inform Meta of any circumstances that would make acceptance, retention, or use of the gift inappropriate.
- Both parties shall agree in advance on the content of any public announcement or posting relating to the gift and written consent must be obtained to use either parties' name, trademark, or logo in any such public announcement or post.
- Meta may include a factual statement about the gift in its public reports or blog posts on the research.facebook.com website without prior notice to or consent from the university/institution.

Terms & Conditions

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Terms and Conditions. By submitting a proposal, applicants affirm that they have read and agree to these terms and conditions.

- Meta is authorized to evaluate proposals submitted under its RFPs, to consult with outside experts, as needed, in evaluating proposals, and to grant or deny awards using criteria determined by Meta to be appropriate and at Meta sole discretion. Meta’s decisions will be final in all matters relating to its RFPs, and applicants agree not to challenge any such decisions.
- Meta will not be required to treat any part of a proposal as confidential or protected by copyright, and may use, edit, modify, copy, reproduce and distribute all or a portion of the proposal in any manner for the sole purposes of administering the Meta RFP website and evaluating the contents of the proposal.
- Personal data submitted with a proposal, including name, mailing address, phone number, and email address of the applicant and other named researchers in the proposal may be collected, processed, stored and otherwise used by Meta for the purposes of administering Meta’s RFP website, evaluating the contents of the proposal, and as otherwise provided under Meta’s Privacy Policy.
- Neither Meta nor the applicant is obligated to enter into a business transaction as a result of the proposal submission. Meta is under no obligation to review or consider the proposal.
- Feedback provided in a proposal regarding Meta products or services will not be treated as confidential or protected by copyright, and Meta is free to use such feedback on an unrestricted basis with no compensation to the applicant. The submission of a proposal will not result in the transfer of ownership of any IP rights.
- Applicants represent and warrant that they have authority to submit a proposal in connection with a Meta RFP and to grant the rights set forth herein on behalf of their organization. All awards provided by Meta in connection with this RFP shall be used only in accordance with applicable

personal services law.

- Funding for winning RFP proposals will be provided to the accredited

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call. Applicants understand and acknowledge that their affiliated

such gift or other agreement to receive funding.

Applicants acknowledge and agree that by submitting an application they are consenting to their name, institution / organization's name and proposal title being made public on Meta's blog on the research.facebook.com website if they are chosen as an RFP winner or finalist. If an applicant is selected as a winner or finalist, they will then have the opportunity to provide written notification that they do not consent to the research.facebook.com blog inclusion.

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